



KSHB-TV

ORDER

Print Date 08/03/12 Page 1 of 2

Flight Dates **08/02/12-08/07/12**

Contract / Revision **306595 /** **Stouffer for MO Sec. of State**

Original Date / Revision
08/01/12 08/02/12

Advertiser **Stouffer / Republican / Secr**
814 King Street - Suite 400
Alexandria, VA 22314-3039

Agency **Smart Media Group**

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **801807**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	17	\$11,900.00	\$14,000.00	0.00
Totals	17	\$11,900.00	\$14,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/06/12	17	\$11,900.00	\$14,000.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/02/12	08/07/12	OLY M-F 6a-9a	CM	6a-9a	1--11--	:30	3	\$500.00	P-2	0.00 NM	6	\$3,000.00
Olympic Weekday Morning														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/30/12	08/05/12	---32--		5			\$500.00			0.00		
Week:		08/06/12	08/12/12	1-----		1			\$500.00			0.00		
N 2	KSHB	08/02/12	08/06/12	M-F 530-6p	CM	530-6p	1--11--	:30	3	\$1,400.00	FX	0.00 NM	3	\$4,200.00
M-F 530-6p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/30/12	08/05/12	---11--		2			\$1,400.00			0.00		
Week:		08/06/12	08/12/12	1-----		1			\$1,400.00			0.00		
N 3	KSHB	08/02/12	08/06/12	NBC Action News at 6p	CM	6-630p	1--1--	:30	2	\$1,100.00	FX	0.00 NM	4	\$4,400.00
NBC Action News at 6p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 3	KSHB	08/02/12	08/06/12	NBC Action News at 6p	CM	6-630p	1 - - - 1 - -	:30	2	\$1,100.00	FX	0.00	NM	4	\$4,400.00	
NBC Action News at 6p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 07/30/12	08/05/12	- - - 12 - -		3			\$1,100.00			0.00				
		Week: 08/06/12	08/12/12	1 - - - - -		1			\$1,100.00			0.00				
N 6	KSHB	08/04/12	08/05/12	M-F 5-630p Sa-Su 5-6p	CM	Sa-Su 5-630p	- - - - - 22	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00	
OLY Sa-Su 5-630p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 07/30/12	08/05/12	- - - - - 22		4			\$600.00			0.00				
														Totals	17	\$14,000.00